It seems silly for someone to go out and buy a cable-ready tv and then have to have a set top box in order to watch tv. I feel the same with digital or any new format that may come along.

The cable company should not force us to have to use their set-top box to view any of their provided content.

Cable companies should provide their service to the connector on the building. Consumers then provide their cable-ready sets in their home or office by using their cable-ready TV for whatever broadcast format. If people do not want to provide a TV with new tuner, then they can use a set-top box provided by the cable company or anyone else.